

Job Satisfaction and Incentives Determine the Welfare of The Gig Workforce in The Food and Beverage Industry in Mumbai Metropolitan Region

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Abstract—The labour market manifested a change with access to technology, customer expectations, the nature and contract of jobs, and the knowledge of the workforce. Customers continuously demand better standards of products and services from owners of units and labourers. The food and beverage industry is no exception to the changing nature of work and workforce. The Mumbai Metropolitan Region has demonstrated rapid economic growth with high population growth. Due to the high per capita income of people, different types of services are expected from units at lower prices. Our survey of workers in food and beverage units in the Mumbai Metropolitan Region shows that young unmarried female graduates are more in number than young males. Females do not have licenses for two- and four-wheelers and do not own such types of vehicles. The use of debit and credit cards is low among gig workers in this sector. The ownership of household assets such as cars, washing machines, and ovens is very low. Skill upgradation is not available, and workers are not paid provident funds, dearness allowances, regular hikes in salary, incentives for work, health insurance, maternity/paternity leave, disability leave, or paid leave. The logistic regression shows that job satisfaction is positively correlated with the education of workers, including secondary school, higher secondary school, and graduates, as well as with air conditioners and refrigerators at home. The incentives for work, radio ownership, and bike ownership are negatively correlated with job satisfaction among workers in this sector in the region. All food and beverage units must provide social security benefits to all workers in the Mumbai Metropolitan Region. Workers must be provided with regular hikes in salary along with dearness allowances and monetary and non-monetary incentives. They must be paid for higher performance and skills, as well as efforts in this sector. All policies will certainly improve the welfare and standard of living of workers in this sector.

Index Terms—Skills, Technology, Income

I. INTRODUCTION

Due to globalization, the labour market and nature of jobs are changing across the world. The world of work is witnessing a paradigm shift in its workforce, workstation, and work platforms. Driven by next-generation technology and new-age workers, the environmental boundaries of work are distorting each day. The outburst of the global pandemic untethered work from the office and revealed a new economy: the gig economy (Chaturvedi P. and Nihal Chandani T. 2022). The gig economy can be defined as a free-market system where organizations can hire workers for a project or service on a short-term basis. The job is neither full-time nor permanent; rather, the worker may join as a contractual independent worker (Panda, S. 2023). The “gig” economy connects consumers with contractors (or workers) through online platform businesses to perform tasks (or “gigs”). This innovation in technology provides businesses and consumers access to low-cost, on-demand labour, but gig workers’ experiences are more complex. They have access to very flexible, potentially autonomous work, but also deal with challenges caused by the nature of the work, its precariousness, and their relationships with the platform businesses (Bajwa U. et al. 2018). The digital labour platforms offer two types of work relationships: workers are either directly hired by a platform or their work is mediated through a platform. In the first case, they are categorized as employees with an employment relationship to their employer, while in the second case, they are categorized as self-employed or independent contractors by the platforms. Those working under an employment relationship tend to be responsible for the functioning of the platform and comprise a relatively small fraction of the platform workforce (ILO, 2021). The “gig economy” has been

growing exponentially in numbers and importance in recent years, but its impact on labour rights has been largely overlooked. Forms of work in the “gig economy” include “crowd work” and “work-on-demand via apps,” under which the demand and supply of working activities are matched online or via mobile apps. These forms of work can provide a good match of job opportunities and allow flexible working schedules (De Stefano, Valerio 2015). All economists are concerned about the changing nature of jobs in labour markets across the world and employees’ benefits.

In India, labour markets are changing with economic growth, the skills of labour, and access to technology. After the 2019 pandemic, there has been growth in the gig workforce across every sector of the economy. The gig workforce is expected to expand to 2.35 crore (23.5 million) workers by 2029-30. The gig workers are expected to form 6.7% of the non-agricultural workforce or 4.1% of the total livelihood in India by 2029-30 (Niti Aayog, 2022). The growth of the gig workforce has created a number of issues in India. Industry reports indicate double-digit growth in India’s gig economy. In this changing world of work, sustaining employee commitment and job satisfaction becomes increasingly challenging, starting with getting clear about who one considers an ‘employee’ (Thomas S. M. & Baddipudi, V. 2022). As the gig economy continues to expand in India, it is increasingly socially accepted and presents substantial opportunities for future growth. However, this expansion also brings significant challenges, including the need for enhanced labour protections and equitable work conditions for gig workers (Wilson N. et al. 2024). All the units are maximizing profit, and workers are left without social security benefits. Such transformations in the labour market leave the workers vulnerable and poor.

A. Gig workers of Food and Beverage units in the Mumbai Metropolitan Region:

Urbanization is growing very fast in the Mumbai Metropolitan Region (MMR). Maximum investment is coming in real estate, manufacturing, and the services sector. Many corporate offices, banks, IT companies, and media and communication companies have established offices in Mumbai. They recruited office staff who meet global standards at the workplace and have specific work targets. Staff are under pressure to perform continuously for different

tasks. The units are under economic pressure to increase profit and reduce costs. Income of the people is increasing rapidly, so most people visit hotels and restaurants on weekends. Due to travel issues and distance, the working staff orders food from hotels and restaurants. They celebrate birthdays and other parties in different hotels and cafes. High-income households demand maximum services such as quick delivery, good quality food, and other formalities. Rural people migrate to urban centers for jobs. Highly skilled and educated individuals join the food and beverage units. Higher education certainly helps acquire the skills required for this sector. Less educated persons also join as helpers and attendants in this sector. They receive lower salaries due to the contractual nature of their jobs.

We found that gig workers in the food and beverage sector in the region are engaged in hourly or part-time jobs, and their jobs range from menial to high-profile roles. A gig worker is a person who performs labour or participates in a work arrangement and earns money from such activities outside of traditional employer-employee relationships. Essentially, being a gig worker entails seeking flexibility and the ability to alter one's work schedule. There are two main categories of gig work. The first type is physical gig work, which involves engaging in location-bound activities. The second type is digital gig work, which comprises location-independent activities centered around digital platforms (Biswas Rupa and Debdutta Dey 2023).

The owners of the food and beverage units make efforts to provide good quality services to customers. But at the same time, they pay less to the workers within the units. Young graduates join the food and beverage units in the region. The proportion of young females as employees in food and beverage units is much higher. This may be because of their preference to prepare food, serve it, and earn money. They also receive regular payments due to the nature of their work and skills.

However, once female workers get married, their responsibilities at home increase. Female workers have to cook food, take care of other family members, and travel to work. An eight-hour continuous duty along with household chores is a big responsibility for working women. Pregnancy requires rest and paid leave, but women are often assigned morning and late-night shifts without maternity benefits or paid leave.

Children and older family members require continuous care and monitoring at home. This continuously affects their work performance and attendance.

Due to lower salaries and the high cost of living in the city, workers manage their budgets by controlling expenses. They cannot buy assets such as air conditioners, washing machines, ovens, refrigerators, cars, or motorbikes. Workers work for eight hours a day, but if required, they must wait for more hours. Until the orders are completed, they are not allowed to leave the workplace. During public holidays and festivals, it is common for workers in food and beverage units to be on duty. Workers are punctual in their work, but they are not paid incentives for hard work and effort. They are not provided with provident funds, dearness allowances, maternity/paternity leave, health and accident insurance, or disability insurance. They also do not have paid leave or paid holidays. Most workers do not have the chance to upgrade their skills while at work. They are assigned more work, making it difficult to maintain work-life balance in the city. Orders must reach on time, and profit must be earned by the owner. It is a simple principle for food and beverage unit owners. Workers also face various issues such as health problems for themselves and family members, personal tasks, and visits to relatives in their villages. However, they are not provided leave when they need it. There is a shortage of staff, and the units are small. Additional staff cannot be appointed. Supervisors closely observe the workers and their performance. Workers are not satisfied with the job

B. Economic Model:

We have developed an economic model after considering the population and socio-economic factors of the population in the region.

$$P_{mmr} = (P_{Ma} - P_{MR}) \quad (1)$$

The population in the Mumbai Metropolitan Region is calculated as the population of Maharashtra minus the population of the rest of Maharashtra.

$$\sum P = f(E, TW, TE, FE) \quad (2)$$

Age is categorised as E means 18-28, TW is 28-38, TE means 38-48, FE is 48-58.

$$M_s = f(M, UM, S, D) \quad (3)$$

We categorized M as married workers, UM as unmarried, S as separated, and D as divorced types of marriage for workers.

$$\sum R_w = f(H, C, M, S, J) \quad (4)$$

Religion of the workers (R_w) is divided as H means Hindu, C is Christian, M defined as Muslim, S stands for Sikh, and J is Jain.

conditions, payment, travel, duty hours, and physical conditions at the unit. They are always pressured to perform maximum all-round activities with lower payment and limited leave and social security benefits. The first major objective of this paper is to examine the job satisfaction of workers in food and beverage units in the region. The second objective is to find the socio-economic background of workers in different units. Lastly, the paper aims to study job incentives and the nature of contracts in the food and beverage industry in the region. The first part of the paper deals with the socioeconomic characteristics of the workers along with their working conditions. The second part explains the job satisfaction of workers and the socio-economic and demographic factors related to it. The last part addresses policy implications and conclusions.

C. Data Collection:

We collected primary data from gig workers in the food and beverage sector through personal interviews. The workers were selected using random sampling methods within different units. These units and workers are classified into different suburbs. We interviewed workers from the Western suburbs (171), Central suburbs (86), Eastern suburbs (21), and Navi Mumbai (22) region. A total of 300 workers' questionnaires were filled out through personal interviews in the region. This data was collected from May to August 2024. We analysed the primary data using SPSS@26 and R software.

$$E_w = (Il, Se, Hs, Gr, Pgr) \quad (5)$$

Education of workers in region is categorised as Il means Illiterate, Se stands for Secondary education, Hs means High Secondary School Gr is Graduate and Pgr related to postgraduate degree of worker.

$$P_d = (Dl, Dv, P, Ba, Cc, Dc, Rc) \quad (6)$$

Personal documents are categorised as Dl as Driving licence, Dv means driving vehicle as drive two and four-wheeler, P is Passport, Ba means Bank account, Cc deals with Credit card owned at the same time DC is defined as Debit card and RC stands for Ration card. $Y_{wt} = (Tt, Tth, Thr, Fo, Fa)$ (7)

Income of worker at time t is categorised as Ywt. It is further categorised as Tt means Rs.10-20 thousand per month. The Tth is Rs.20-30 thousand per month. The Thr is Rs.30-40 thousand per month at the same time the Fo means monthly income of worker is Rs40-50 thousand per month. Lastly Fa is Rs.50 thousand and above income of workers.

$$\sum_n^t A_w = (R, T, O, B, Cy, Ca, Wm, Ac, R) \quad (8)$$

Aw means assets at home. Here R means Radio and T means Television at home. The O defined as Oven and B means Bike as well as Cy stands for Cycle. The Ca is Car owned by worker and Wm means Washing machine at home. At the same time Ac is Air conditioner whereas R stands for Refrigerator at home.

Table 1 - Age group of gig workers in Mumbai Region (%)

Suburbs	Gender	18-28	28-38	38-48	48-58
	M	34.26	37.96	21.30	6.48
Western	F	50.79	44.44	3.17	1.59
	T	51.49	34.33	5.22	8.96
Central	M	53.85	30.77	11.54	3.85
	F	52.94	47.06	0.00	0.00
	T	58.97	27.35	7.69	5.98
Eastern	M	30.77	38.46	23.08	7.69
	F	37.50	50.00	12.50	0.00
	T	67.57	16.22	10.81	5.41
Navi Mumbai	M	50.00	28.57	14.29	7.14
	F	62.50	37.50	0.00	0.00
	T	66.67	16.67	8.33	16.67
Total	M	40.64	35.29	18.18	5.88
	F	51.33	45.13	2.65	0.88
	T	57.00	28.67	7.00	7.67

Source: Calculated from Primary data

The table shows that females (62.50%) from Navi Mumbai and males (53.85%) from the Western suburbs in the 18-28 age group are working in the food and beverage sector. This indicates that more females are engaged in the food and beverage industry in the region. Females do not require much training because they know how to cook and serve food to customers. Since childhood, they have been observing such things at home as well. The male (38.46%) and female (50%) workers from the Eastern suburbs are in the 28-38 age group. In this age group, we found the maximum

D. Socioeconomic and demographic characteristics of gig workers:

We have studied a few socio-economic and demographic factors that are related to gig workers in the food and beverage industry. They are discussed as follows.

number of female workers in this sector. More males (23.08%) than females (12.50%) from the Eastern suburbs in the 38-48 age group are working in this industry. The males (7.69%) from the Eastern suburbs and females (1.59%) from the Western suburbs are working in the 48-58 age group. As the age of the worker increases, employment in this industry decreases. Older workers either do not get higher pay or are not ready to work in the food and beverage industry. In the 38-48 and 48-58 age groups, a similar percentage of workers are employed in this sector.

Table 2 - Marital Status of Gig workers (%)

Suburbs		Married	Unmarried	Separated	Divorced
	M	39.81	58.33	0.93	0.93
Western	F	19.05	77.78	0.00	3.17
	T	32.16	65.50	0.58	1.75
	M	32.69	67.31	0.00	0.00
Central	F	11.76	88.24	0.00	0.00
	T	24.42	75.58	0.00	0.00
	M	46.15	53.85	0.00	0.00
Eastern	F	37.50	62.50	0.00	0.00
	T	42.86	57.14	0.00	0.00
	M	28.57	71.43	0.00	0.00
Navi Mumbai	F	0.00	87.50	12.50	0.00
	T	18.18	77.27	4.55	0.00

	M	37.43	61.50	0.53	0.53
Total	F	16.81	80.53	0.88	1.77
	T	29.67	68.67	0.67	1.00

Source: As per table 1

Unmarried and educated workers can spend more time learning skills. The males (46.15%) from the Western suburbs and females (37.50%) from the Eastern suburbs are married but are working in food and beverage units. The males (71.43%) from Navi Mumbai and females (88.24%) from the Central suburbs are unmarried. This indicates that the maximum number of unmarried females and males are working in this sector. After completing their education, females join the food and beverage industry immediately. The males (0.93%) from the Western

suburbs and 12.50% of females from Navi Mumbai are separated but are workers in the food and beverage industry. The 0.93% of males and 3.17% of females from the Western suburbs are divorced. Very few divorced males are working in this sector. There are different reasons for their marital status. We can say that the maximum number of workers (68.67%) in food and beverage units are unmarried. With lower salaries and a lower cost of living, these workers can afford to live in the city. The majority are traveling from the suburbs for work.

Table 3 - Religious background of Gig workers (%)

Suburbs	Religion	Hindu	Christian	Muslim	Sikh	Jain
	M	82.41	5.56	11.11	0.93	0.00
Western	F	92.06	0.00	6.35	0.00	1.59
	T	85.96	3.51	9.36	0.58	0.58
	M	84.62	0.00	13.46	0.00	1.92
Central	F	82.35	5.88	11.76	0.00	0.00
	T	83.72	2.33	12.79	0.00	1.16
	M	84.62	0.00	7.69	0.00	7.69
Eastern	F	75.00	0.00	12.50		12.50
	T	80.95	0.00	9.52	0.00	9.52
	M	64.29	7.14	21.43	0.00	7.14
Navi Mumbai	F	100	0.00	0.00	0.00	0.00
	T	77.27	4.55	13.64	0.00	4.55
	M	81.82	3.74	12.30	0.53	1.60
Total	F	88.50	1.77	7.96	0.00	1.77
	T	84.33	3.00	10.67	0.33	1.67

Source: As per table 1

Nearly 92.06% of females are Hindu from the Western suburbs, whereas all women found in Navi Mumbai belong to the Hindu religion. A total of 5.56% of male workers are Christian, but they are from the Western suburbs. Around 5.88% of women are from the Central suburbs and are Christian (21.43%) of males are from Navi Mumbai and belong to the Muslim community. From the Eastern suburbs, 12.50% of females are from the Muslim community. Only 0.93% of males from the Sikh community are from the Western suburbs but are working in the food and beverage industry. No female

labour from the Sikh community was found in the region. Males (7.69%) and females (12.50%) of the Jain community are from the Eastern suburbs and are working in the food and beverage industry. This means that 84.33% of workers are from the Hindu religion and are working in the food and beverage industry in the region. The majority of workers in the food and beverage industry are from the Hindu religion. The educational achievement of workers certainly provides more skills and learning abilities.

Table 4 - Educational qualification of gig workers in Mumbai Region (%)

Region	Gender	Illiterate	Secondary	Higher secondary	Graduate	Postgraduate
	M	9.26	16.67	22.22	48.15	3.70
Western	F	3.17	12.70	31.75	50.79	1.59
	T	7.02	15.20	25.73	49.12	2.92
	M	15.38	23.08	17.31	44.23	0.00

Central	F	2.94	23.53	17.65	55.88	0.00
	T	10.47	23.26	17.44	48.84	0.00
	M	38.46	30.77	0.00	30.77	0.00
Eastern	F	12.50	0.00	37.50	50.00	0.00
	T	28.57	19.05	14.29	38.10	0.00
	M	7.14	14.29	21.43	57.14	0.00
Navi Mumbai	F	12.50	12.50	50.00	25.00	0.00
	T	9.09	13.64	31.82	45.45	0.00
	M	12.83	19.25	19.25	46.52	2.14
Total	F	4.42	15.04	29.20	50.44	0.88
	T	9.67	17.67	23.00	48.00	1.67

Source: As per table 1

Workers in the food and beverage industry have lower educational achievements. Highly educated workers may expect good contracts with higher pay from employers, but this sector is not well-paid based on education and skills. From the above table, we can observe that males (38.46%) and females (12.50%) are illiterate, but they are from the Eastern region. We have not studied their designations and salaries, but they would likely be delivery persons or waiters. 23.08% of males and 23.53% of females are from the Central suburbs and have completed secondary education while working in the food and beverage industry. A total of half of the females and 21.43% of males are from Navi Mumbai and have completed higher secondary education. This means more women

have completed secondary school and are working in food and beverage units in Navi Mumbai. More educated workers are also employed in this sector. A total of 57.14% of males from Navi Mumbai and 55.88% of females from the Central suburbs are graduates, but they are working in food and beverage units in the region. The educational achievement of the workers is increasing, and more workers are graduates now. Only 3.70% of males and 1.59% of females are postgraduates, but they are from the Western region. Postgraduate workers are very few in food and beverage units. The females who are postgraduate comprise only 1.59%. It might be that, at high skill and education levels, there is no work available, or the jobs are not well-paid.

Table 5 - Personal documents of the Gig workers in Mumbai (%)

Suburbs	Gender	Driving license	Drive 2/4 Wheeler	Passport	Bank Account	Credit card	Debit card	Ration card
	M	26.85	18.52	13.88	77.78	4.63	20.37	6.48
Western	F	0.00	0.00	9.52	63.49	3.17	12.70	6.35
	T	16.95	11.70	12.28	72.51	4.09	17.54	6.43
	M	13.46	5.77	1.92	71.15	3.85	13.46	7.69
Central	F	0.00	0.00	5.88	52.94	2.94	17.65	0.00
	T	8.13	3.49	3.49	63.95	3.49	15.12	4.65
	M	7.69	7.69	0.00	76.92	0.00	15.38	0.00
Eastern	F	0.00	0.00	12.50	50.00	0.00	12.50	0.00
	T	4.76	4.76	4.76	66.67	0.00	14.29	0.00
	M	7.14	0.00	14.28	71.43	7.14	14.29	21.43
Navi Mumbai	F	0.00	0.00	0.00	62.50	0.00	12.50	0.00
	T	4.54	0.00	9.09	68.18	4.55	13.64	13.64
	M	20.32	12.83	9.62	75.40	4.28	17.65	7.49
Total	F	0.00	0.00	7.96	59.29	2.65	14.16	3.54
	T	12.66	8.00	9.00	69.33	3.67	16.33	6.00

Source: As per table 1

As far as driving licenses are concerned, 26.85% of males from the Western suburbs have one. Females do not have driving licenses in any suburb. The females may have lower income, or they may not be interested

in learning to drive vehicles. Males (18.52%) drive 2/4 wheelers, but they are from the Western suburbs. Females do not drive 2/4 wheelers in any suburbs in the Mumbai region. A total of 13.88% of males from

the Western suburbs and 12.50% of females from the Eastern suburbs have passports and are workers in food and beverage units. A passport can provide the opportunity to work in other countries. Workers can gain experience in this sector and apply for jobs in developed countries, which offer well-paid jobs. A total of 77.78% of males and 63.49% of females from the Western suburbs have bank accounts. Food and beverage units transfer the salaries of workers into bank accounts. Therefore, the majority of workers have savings accounts in commercial banks. Nearly 4.63 % of males and 3.17% of females from the Western suburbs have credit cards. Access to and use of credit cards is low among such workers. Their income is very low; therefore, they do not spend money through credit cards. A total of 20.37 % of males from the Western suburbs and 17.65 % of females from the Central suburbs have debit cards.

Debit cards are useful for withdrawing money at any time from ATMs. Due to lower income, their use of debit cards is also limited. They tend to keep maximum cash in their pockets for various types of transactions. Around 21.43% of males from Navi Mumbai and 6.35% of females from the Western suburbs have ration cards. In urban areas, the government does not issue white ration cards, which provide free food such as wheat, sugar, and rice. Workers' incomes are above the poverty line, so they are not provided with such ration cards. Women are also more engaged in this sector. The rise of digital platforms has increased career opportunities and income potential, particularly for women (Sarker, M.R., Taj, T.A., Sarkar, M.A.R 2024). There are jobs available near their homes and in their areas. Women workers earn income from this sector with limited skills and education.

Table 6 - Monthly income of Gig workers: (Rs. Thousands) (%)

Suburbs	Gender	10-20	20-30	30-40	40-50	50<
	M	25.93	35.19	24.07	10.19	4.63
Western	F	30.16	60.32	6.35	3.17	0.00
	T	27.49	44.44	17.54	7.60	2.92
Central	M	28.85	51.92	11.54	7.69	0.00
	F	35.29	58.82	5.88	0.00	0.00
	T	31.76	54.12	9.41	4.71	0.00
Eastern	M	23.08	30.77	30.77	15.38	0.00
	F	25.00	62.50	0.00	12.50	0.00
	T	23.81	42.86	19.05	14.29	0.00
Navi Mumbai	M	21.43	42.86	21.43	14.29	0.00
	F	37.50	62.50	0.00	0.00	0.00
	T	27.27	50.00	13.64	9.09	0.00
	M	26.20	40.11	20.86	10.16	2.67
Total	F	31.86	60.18	5.31	2.65	0.00
	T	28.33	47.67	15.00	7.33	1.67

Source: As per table 1

The monthly income for workers in this sector is very low. This is because not everyone goes to hotels every day. Females do not go to hotels regularly, but they do visit on different occasions along with their families. The food industry profits based on how many people eat at hotels in the region. Such habits and behaviour of people affect the income earned by workers in food and beverage units. Males (28.85%) from the Central suburbs and females (37.50%) from Navi Mumbai are earning only Rs. 10,000-20,000 per month. This is a very low monthly salary, but workers are striving to sustain their lives in the city. Males (62.50%) from Navi Mumbai and females (62.50%) from the Eastern suburbs earn Rs. 20,000-30,000 per month. We don't know the nature of their jobs, but they are engaged in

economic activities in this sector. Males (30.77%) from the Eastern suburbs and females (24.07%) from the Western suburbs have a monthly income of Rs. 30,000-40,000. 15.38% of males and 12.50% of females from the Eastern suburbs have incomes ranging from Rs. 40,000-50,000. They are likely working in either managerial or supervisory positions in this sector. Managers and supervisors have higher salaries along with additional administrative tasks. Males (4.63%) from the Western suburbs have incomes exceeding Rs. 50,000 from the food and beverage sector. Very few males have higher salaries in this sector. Males may have all the administrative responsibilities, which is why they would be paid more

in this sector. We can also understand their standard of living through the different assets in their households.

Table 7 - Assets in house (%)

Suburbs		Radio	Television	Oven	Bike	Cycle	Car	Washing Machine	Air Conditioner	Refrigerator
	M	9.29	75	14.81	55.55	28.7	1.85	10.18	51.85	77.77
Western	F	15.87	69.84	11.11	47.61	33.33	0	4.76	46.03	84.12
	T	11.7	73.1	13.45	52.63	30.41	1.17	8.19	49.71	80.12
Central	M	11.53	75	5.76	46.15	25	0	7.69	44.23	78.84
	F	14.7	70.58	14.7	50	29.41	0	8.82	55.88	79.41
	T	12.79	73.26	9.3	47.67	26.74	0	8.14	48.84	79.07
Eastern	M	7.69	53.84	15.38	69.23	15.38	0	7.69	46.15	76.92
	F	12.5	75	12.5	37.5	25	0	12.5	37.5	87.5
	T	9.52	61.9	14.29	57.14	19.05	0	9.52	42.86	80.95
Navi Mumbai	M	21.42	64.28	7.14	50	28.57	0	0	42.85	85.71
	F	0	75	12.5	62.5	12.5	0	12.5	37.5	87.5
	T	13.64	68.18	9.09	54.55	22.73	0	4.55	40.91	86.36
	M	10.69	72.72	11.76	53.47	26.73	1.06	8.55	48.66	78.6
Total	F	14.15	70.79	12.38	48.67	30.08	0	7.07	47.78	83.18
	T	12	72	12	51.67	28	0.67	8	48.33	80.33

Source: As per table 1

A total of 9.29% of males and 15.8% of females from the Western suburbs have radios at home. Very few workers listen to the radio nowadays. Around 75% of males and 70.58% of females from the Central suburbs have televisions at home. Every worker watches cinema, news, and serials on television. Around 15.38% of males and 12.5% of females have ovens at home, but they are from the Eastern suburbs. Very few workers have ovens at home. From the Eastern suburbs, 69.23% of males and 37.5% of females have bikes at home. The majority of males have bikes, which are helpful for moving around their area or visiting nearby locations such as markets. A total of 28.7% of males and 33.3% of females have bicycles at home. From the Western suburbs, 1.85% of males have cars at home. Workers are very poor, so they cannot afford to own cars. Cars also require parking

facilities, insurance, and maintenance. In Mumbai, the population density is very high. Workers travel by local trains to reach their workplaces. From the Eastern suburbs, 7.49% of males and 12.5% of females have washing machines at home. Very few workers have washing machines at home, so they wash their clothes on their own. A total of 51.85% of males and 46.03% of females have air conditioning at home. Due to the humid climate of Mumbai, air conditioning is necessary. However, only half of the workers have air conditioning at home. A total of 85.71% of males and 87.5% of females from Navi Mumbai have refrigerators at home. Refrigerators are required to preserve perishable food. They certainly help workers plan and eat nutritious food, thereby protecting their health.

Table 8 - Social security benefits to workers (%)

Social Security Benefits/Gender	Western			Central			Eastern			Navi Mumbai			Total		
	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T
Incentives for good work	39.81	39.68	39.77	34.61	47.05	39.53	53.84	25.00	42.86	42.85	37.50	40.91	39.57	40.70	40.00
Provident Fund	15.74	3.17	11.11	5.76	5.88	5.81	7.59	0.00	4.76	14.28	0.00	9.09	12.29	3.53	9.00
Regular salary hike	16.66	3.17	11.70	5.76	5.88	5.81	7.69	0.00	4.76	14.28	0.00	9.09	12.83	3.53	9.33

Dearness allowance	0.00	0.00	0.00	0.00	2.94	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.33
Sick leaves	91.66	98.41	94.15	100.00	97.05	98.84	100.00	100.00	100.00	100.00	100.00	100.00	95.18	98.23	96.33
Casual Leaves	92.59	93.65	92.98	100.00	97.05	98.84	100.00	100.00	100.00	100.00	100.00	100.00	95.72	95.57	95.67
Health Insurance	1.85	0.00	1.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.06	0.00	0.67
Maternity/Paternity Leave	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Accident Insurance	0.92	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.33
Disability Benefit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Overseas Trips	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Paid Leaves	14.81	4.76	9.76	5.76	8.82	7.29	15.38	0.00	7.69	14.28	0.00	7.14	12.29	5.30	8.79
Food assistance at job or Carry food everyday	89.81	96.82	90.86	96.15	94.11	95.68	100.00	100.00	100.00	100.00	100.00	100.00	93.04	96.46	94.67

Source: As per table 1

Nearly 53.84% of males and 25% of females from the Eastern suburbs received incentives for good work. Very few workers are provided with incentives for their work, which is not motivating them to work hard. Only 15.74% of males and 3.17% of females from the Western suburbs have provident funds. Provident funds are not provided to workers in the food and beverage sector. A total of 16.66% of males and 3.17% of females from the Western suburbs reported that they had regular salary hikes. Workers are not paid regular increments in this sector; they leave one unit and join another if the salary is higher. This reflects a rejection of contracts based on income and bargaining for it. All males and females from the Eastern suburbs and Navi Mumbai stated that they receive sick leave and casual leave. Sick and casual leave are provided to all workers in food and beverage units. Only 1.85% of males from the Western suburbs reported receiving health insurance. Health insurance is not provided by

food and beverage units, and workers need to buy insurance from private insurance companies, which provide insurance at high prices. Paternity and maternity leave are not received by any male or female worker in the region. Units must provide maternity leave to female workers. However, units often employ unmarried girls, and once they get married, the units terminate their work contracts. Only 0.92% of males from the Western suburbs reported having accident insurance. Not a single worker has reported having overseas trips or disability benefits. These benefits are not provided to workers in this sector in the Mumbai region. A total of 14.81% of males and 4.76% of females stated that they receive paid leaves. Almost all males and females carry their food from home in the Eastern suburbs, and they are from Navi Mumbai. Food is not provided to workers in hotels and restaurants.

Table 9 - Job satisfaction of workers in food and beverage sector (%)

Job satisfaction/ Gender	Western			Central			Eastern			Navi Mumbai			Total		
	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T
Content with skills	72.22	73.01	72.51	80.76	85.29	82.56	76.92	75.00	76.19	92.85	50.00	77.27	76.47	75.22	76.00

acquired for the job															
Plan to upgrade skills	43.51	49.20	45.61	44.23	32.35	39.53	38.46	50.00	42.86	35.71	75.00	50.00	42.78	46.01	44.00
Happy with terms of contract	81.48	80.95	81.29	92.30	91.17	91.86	92.30	87.50	90.48	71.42	62.50	68.18	84.49	83.18	84.00
Work-life balance	49.07	55.55	51.46	55.76	41.17	50.00	61.53	50.00	57.14	64.28	50.00	59.09	52.94	50.44	52.00
Adequate support from employer	79.62	73.01	77.19	76.92	91.17	82.56	100.00	87.50	95.24	78.57	75.00	77.27	80.21	79.64	80.00
Relations with employer/management	20.37	26.98	22.81	23.07	8.82	17.44	0.00	12.50	4.76	21.42	25.00	22.73	19.78	20.35	20.00
Employer grant leave when needed	75.00	71.42	73.68	73.07	79.41	75.68	100.00	75.00	90.48	100.00	62.50	86.36	78.07	73.45	76.33
Recognition from supervisor for a job well done	17.59	80.95	19.88	13.46	94.11	11.63	7.69	100.00	14.29	21.42	75.00	22.73	16.04	85.84	17.33
Free to make decisions and act on them	24.07	20.63	22.81	26.92	32.35	29.07	15.38	25.00	19.05	21.42	12.50	18.18	24.06	23.89	24.00
Participation in supervisory duties that affect job	66.66	77.77	70.76	78.84	64.70	73.26	69.23	62.50	66.67	85.71	75.00	81.82	71.65	72.56	72.00
Closely observed by your supervisor	99.07	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	99.46	100.00	100.00
Satisfied with the department	14.81	20.63	16.96	19.23	17.64	18.60	0.00	0.00	0.00	21.42	0.00	13.64	15.50	16.81	16.00
Satisfaction with present salary	26.85	38.09	30.99	30.76	35.29	32.56	30.76	37.50	33.33	42.85	25.00	36.36	29.41	36.28	32.00

Source: As per table 1

A total of 80.76% of males and 85.29% of females said that they are content with the skills acquired on the job. Most of the workers learn how to take orders, deliver orders, and manage computer and app-based orders. This means they improve their working skills in this type of job. A total of 35.71% of males and 75% of females said that they plan to upgrade their skills. Workers are enthusiastic about improving their skills. From the Central suburbs, 92.30% of males and 91.17% of females were happy with the terms of their

contracts. A total of 64.28% of males and 50% of females from Navi Mumbai said that they have a work-life balance, allowing them time for various family activities. All males and 87.50% of females from the Eastern suburbs said that they receive adequate support from their employers. A total of 20.37% of males and 26.98% of females from the Western suburbs said that they have good relations with their employer/management. Such good relations are important for receiving work assignments,

appreciation, and salary hikes. From the Eastern suburbs, all men and 75% of females said that their employer grants leave when needed. In emergencies, leave is essential for workers. It is good that the units provide sick and casual leave promptly. Around 21.42% of males and 75% of females from Navi Mumbai said that they receive recognition from supervisors for a job well done. From the Central suburbs, 26.92% of males and 32.33% of females said that they are free to make decisions and act on them. The management of the units helps workers make decisions, which often aids in working efficiently. From Navi Mumbai, 85.71% of males and 75% of females said that their managers participate in supervisory duties that affect their jobs. However, managers sometimes unnecessarily disturb the duties and decisions made by workers. Only 19.23% of males and 17.64% of females from the Central suburbs said that they are satisfied with their department as it stands now. Only 42.85% of males and 25% of females from Navi Mumbai said that they are satisfied with their current salary. This indicates that workers in food and beverage units expect higher salaries, but higher salaries are not provided to them, while units continue to make profits from their business.

II. REGRESSION RESULTS

We are interested in finding the job satisfaction of workers in food and beverage units. This study defines job satisfaction as a work attitude that contributes to the physical and mental well-being of gig workers. It consists of five components: satisfaction with the work itself, satisfaction with superiors, satisfaction with colleagues, satisfaction with promotion opportunities, and satisfaction with remuneration (Chen Yang, 2023). We defined the logistic regression model to understand the socio-economic factors responsible for job satisfaction and performance of workers. A logistic regression model is defined as follows.

$$Z_i = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \dots + \beta_K X_K + \epsilon \tag{9}$$

Where Z_i is a linear sum of α and β_1 plus β_2 times X_2 and so on up to β_K times X_K . In above equation, α and

β are intercept and slope. The z is an index that combines of X 's. Last, ϵ is error term.

$$Z = \frac{1}{1+e^{-Z}} \tag{10}$$

We can substitute Z in the right-hand side for Z to get Z equal 1 over 1 plus e minus the quantity α plus the sum of $\beta_1 X_1$ for i ranges from 1 to K . Therefore, the logistic model is written as

$$Z = \frac{1}{1+e^{-(\alpha+\beta_1 X_1)}} \tag{11}$$

Such model is used for job satisfaction of workers. The independent variables are socio-economic and demographic variables.

$$Z_i = (CSA + PUS + HTC + WLB + ASE + RE + EG + RSJ + COS + SPS) \tag{12}$$

Where, Z_i means job satisfaction of worker CSA is Content with skills acquired for the job, PUS described as Plan to upgrade skills, HTC stands for Happy with terms of contract, WLB simply Work-life balance. The ASE means Adequate Support from Employer. The RE stands for Relations with employer/management. We defined the EG as Employer grant leave when needed, RSJ is Recognition from supervisor for a job well done. The COS is observed by your supervisor. Lastly, SPS means Satisfaction with Present Salary.

We categorise 1 as very high job satisfaction or 0 as no job satisfaction. We have used scale from 1 to 10. Job satisfaction is measured as very high satisfaction then it is 8–10. But if it is high satisfaction then 7–7.9 score is used. Suppose job satisfaction is acceptable satisfaction then 6–6.9 score used. The low satisfaction score is given as 5–5.9 and lastly very low satisfaction given score as 0–4.9.

The dependent variable is scored as 8 to 10 as very high satisfaction.

$$Z_i \geq .8 \tag{13}$$

We converted Y it from 8 to 10 scale as very high job satisfaction to 1 otherwise 0. The nature of dependent variable is 1 as very high job satisfaction otherwise not which is defined as 0. We used logistic regression model because of nature of dependent variable in regression as either 1 or 0. We regressed dependent variable on independent variables such as socio-economic and demographic variables of workers working in food and beverage industry. The results are presented as follows.

Table 10 - Regression analysis of gig workers of food and beverage industry

Variables	Co-efficient	Standard Error	Wald Test
Secondary school	1.142**	.609	3.518
High secondary school	1.058**	.592	3.189

Graduate	.936**	.557	2.821
Incentive for good work	-1.069**	.331	10.439
Radio	-1.659*	.472	12.360
Bike	-1.817*	.371	24.031
Air condition	.757**	.320	5.588
Refrigerator	1.828*	.436	17.559
Constant	-2.034**	.627	10.535
-2 Log likelihood=312.787	Cox & Snell R Square=0.171	Nagelkerke R Square=0.237	

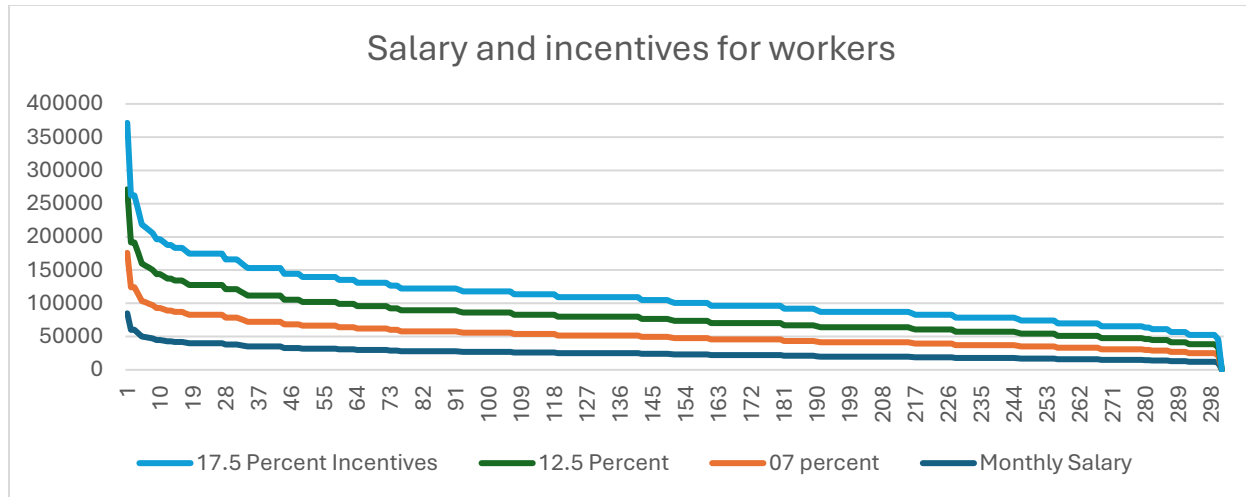
Gig workers' job satisfaction in the food and beverage industry is positively correlated with secondary school, higher secondary school, and graduate education. This means higher education helps workers understand rules and regulations, technology, and secure higher pay at their jobs. Education certainly provides an advantage in smart work and work performance. The incentive for good work is negatively correlated with job satisfaction among workers in the food and beverage industry in the region. Workers are not paid more for their extra efforts. Customers want quality services, but workers are not compensated for putting in additional effort. All food deliveries are required to be on time, but incentives are not paid. That is why workers are in search of better employment opportunities with higher wages. Gig workers do not have radios at home, and they may not have time to listen to the radio either. Therefore, having a radio at home is negatively correlated with job satisfaction. Gig workers also do not own bikes, which is negatively correlated with job satisfaction. Having an air conditioner at home is positively correlated with job satisfaction among gig workers. Similarly, having a refrigerator at home is positively correlated with job satisfaction, and this relationship is statistically significant.

III. POLICY IMPLICATIONS AND CONCLUSION

The labour market is changing very fast in India. Gig work is one of the fastest-growing trends in the labour market, one that accelerated during the COVID-19 pandemic (Klein, G. et al. 2024). The rise of the digital platform economy has led to a growing number of employers abandoning fixed schedules in favour of on-demand, just-in-time, and gig work (Wu, J., Zhou, J. 2023). In the Mumbai region, young unmarried females are joining food and beverage units compared to older workers. The majority of the workforce is from the Hindu religion. As far as education is

concerned, the majority are graduates. Postgraduate workers do not join the food and beverage industry in the region. The majority of females do not drive two or four-wheelers because they do not have a driving license. Workers do not have passports or credit cards. Due to lower salaries, the use of debit and credit cards is very low. Most youths have savings accounts in banks, but they do not have ration cards. Approximately half of the workers in this sector earn salaries between Rs. 20,000 to 30,000 per month. Female workers are paid comparatively higher salaries in this category. Very few workers have radios, ovens, or cars at home. However, most workers have televisions and refrigerators at home. Half of the workers in this industry have air conditioners and bikes at home. Workers are not paid incentives by food and beverage units. They do not receive social security benefits such as provident funds, regular salary hikes, dearness allowances, health insurance, maternity/paternity leave, accident insurance, or disability benefits. Paid leaves are also minimal. Workers are only given weekly off, sick leave, and casual leave by food and beverage units in the region. As far as job satisfaction is concerned, very few workers are upgrading their skills, achieving work-life balance, maintaining good relations, performing well, making decisions at work, or contributing at the departmental level. A number of policies are required to improve the welfare of workers in food and beverage units. Workers must be paid incentives apart from their salaries. It is the first task of each unit to increase the standard of living of workers. They work hard to complete tasks and provide orders on time. They aim to make customers happy at every point. Workers do not want monetary benefits all the time, but a positive attitude, encouragement for work, and care at work will certainly help increase their performance.

Figure 1 Salary and number of workers



We can see from the diagram that the monthly salary is provided at the bottom of the diagram. With a 7% incentive, the efficiency of workers increases faster. If food and beverage units pay 12.5% incentives, then the salary of gig workers increases slightly. We can say that salaries up to ten thousand can increase the incentives. For those who already receive lower salaries, the incentive policy will not work. This is because incentives tied to salary will increase only in small amounts. It will not provide any motivation for workers at lower salary levels to work hard. Hence, workers must be provided with non-monetary incentives, such as gifts on different occasions. They must be given regular hikes and annual increments in salary. Workers must also be paid overtime for good performance. Adequate technical training and skills should be provided for effective work. Paid leave must be granted every year, or in the event of any unfortunate incidents in workers' lives. Workers should receive incentives in the form of gifts during Diwali, Christmas, and summer, such as kitchen items, food items, groceries, clothes, electronic goods, etc. This will improve their performance at work. Gig workers reported mental health and life satisfaction that are worse than those employed full-time and part-time, but better than the unemployed (Wang S, Li LZ, Coutts A 2022). Workers must be provided with work that they enjoy. This will improve their well-being and reduce stress levels. The Central Government's Ministry of Labour and Employment has asked all gig workers to register themselves on the e-Shram portal. However, they made it mandatory for Zomato, Swiggy, and other big companies in the food and beverage sector. Workers in small units are not eligible to register on e-Shram for social security benefits.

Therefore, an innovative social security model is required for the benefit of all workers in food and beverage units. All policies will certainly improve the welfare and standard of living of workers in this sector.

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